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The Helein Law Group, P.C.

8180 Greensboro Drive
Suite 700
McLean, VA 22102

(703) 714-1300 (Telephone)
(703) 714-1330 (Facsimile)
mail@thlglaw.com

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Writer's Direct Dial Number

(703) 714-1301

Writer's E-mail Address

chh@thlglaw.com

February 19, 2004

Via Overnight Courier

Executive Secretary
Tennessee Regulatory Authority
460 James Robertson Parkway
Nashville, Tennessee 37243

**Re: Reassignment of N11 Number Code
(Abbreviated Dialing Code)
ADVISORY AND PETITION**

04-00062

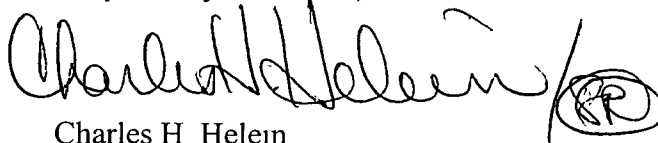
Ladies and Gentlemen

On behalf of National A-1 Advertising, Inc ("National"), transmitted herewith is an original plus thirteen (13) copies of its Advisory and Petition In Re Reassignment of N11 Number Code Also enclosed is a check in the amount of \$25 00 for the fee associated with this filing

An additional copy of this filing is also enclosed to be date-stamped and returned in the postage prepaid envelope provided

Should there be any questions regarding this filing, kindly contact the undersigned

Respectfully submitted,



Charles H Helein

cc Service List

**BEFORE THE
TENNESSEE REGULATORY AUTHORITY**

IN RE:)	
REASSIGNMENT OF N11 NUMBER CODE)	DOCKET NO.
(ABBREVIATED DIALING CODE))	04- <u>0006</u> ²

ADVISORY AND PETITION

National A-1 Advertising, Inc (formerly National Telephone Enterprises ("NTE")), respectfully advises the Authority ("TRA") as follows

On June 22, 1999, the TRA issued an order granting NTE allocation of the N11 Abbreviated Dialing Code 211 ¹ Since then, National A-1 Advertising, Inc ("National"), under a corporate name change, has operated a personal introduction service serving a significant segment of the public in Nashville and Memphis, Tennessee

Recently, consistent with allocation policies of the Federal Communications Commission ("FCC") governing these N11 Codes, the United Way organization petitioned the TRA to activate the 211 Code designated by the FCC for use by public service organizations like United Way National understands that it must vacate its use of the 211 Code in Nashville and has commenced the steps necessary to do so by May 1, 2004 ²

To effect National's transition and to preserve its service for the public, National must arrange for a substitute code for the 211 Code National has investigated the use of N11 Codes in Nashville and has determined that the following codes are idle – 811, 611 and 311 National intends, therefore, to transition its services to the 811 Code by May 1 It is also arranging for the

¹ In Re Petition of National Telephone Enterprises for Allocation of an N11 Number (Abbreviated Dialing Code), Docket No 98-00544, Order Granting Allocation of N11 Abbreviated Dialing Code, June 22, 1999 (The "1999 Order")

² National has agreed with United Way's 211 Code Project Manager, Doug Fluegel, on the May 1 cut over date

appropriate steps to be taken to provide notice to the public of its new code. It is National's understanding that United Way will provide notices of its choosing to announce the conversion of the 211 Code to its purposes.

National has also been in contact with BellSouth Telecommunications ("BellSouth") to arrange for the transition to the 811 Code. National has an agreement with BellSouth that relates to the rights of National to convert to another code when its designated use is to be implemented. National also has rights to convert to another code under BellSouth's General Subscriber Services Tariff, A39.1.2A.

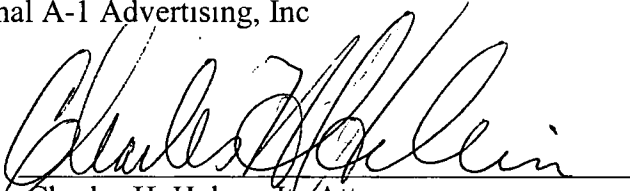
Because the purpose and use of the alternative 811 Code is identical to the purposes and use for which National (as NTE) was authorized to use 211 under the 1999 Order, it is submitted that it is well established that the public interest will be served by National's substituting 811 for 211.

Time, of course, is of the essence. Both of the parties directly involved, as customers of BellSouth, have cooperated to effect the move of National's service from 211 to 811. But the public requires sufficient prior notice of the move to ensure (1) it is aware that the 211 code is now available for important community services and information and (2) the 811 code will be available to provide the same level of service as has been provided since 1999.

The premises considered, it is respectfully requested, that the use of the 811 code to sustain National's existing service be approved to the extent required, that such approval issue forthwith so that no delays are encountered in the activation of the 211 code by the United Way, and that no disruption of existing service is suffered by National's customers

National A-1 Advertising, Inc

By


Charles H. Helein, Its Attorney
The Helein Law Group LLP

Dated February 19, 2004


CERTIFICATE OF SERVICE

I, Suzanne Rafalko, do hereby state and affirm that copies of the foregoing "Advisory and Petition," have been served this 19th day of February, 2004, in the manner indicated, upon the following

Richard Collier, Legal Division
Patsy Sullivan
Tennessee Regulatory Authority
460 James Robertson Parkway
Nashville, Tennessee 37243
(Via Overnight Courier)

Mark H. Desmond
Doug Fluegel
United Way of Metropolitan Nashville
250 Venture Circle
Nashville, Tennessee 37228
(Via Overnight Courier)

Guy Hicks, General Counsel
BellSouth Telecommunications, Inc -Tennessee
(Via Email – guy_hicks@bellsouth.com)


Suzanne Rafalko, Legal Secretary